



Website (online merch store)

Name: Ava Norris

Age: 16

Education Level: High School

Occupation: Student

Description: Ava is a teenager attending her local public high school. She enjoys spending her free time watching her favorite YouTubers and Twitch streamers. She enjoys spending time with friends and family, playing on the varsity

basketball team, and working her part-time job at Target. Most of her shopping is done online on website such as Amazon and Shien.

Expertise: Domain- 2/10 Technical- 8/10

Goals: Purchase merchandise for herself, find gifts for friends

Motivations: Find unique clothing to wear, support content creator

Frustrations: Websites are not always as easy to use/navigate on mobile devices as they are on PCs

Assets: <https://pixabay.com/photos/basketball-girls-game-sport-ball-1501709/>



Website (online merch store)

Name: James DiMartino

Age: 23

Education Level: Bachelor's Degree

Occupation: Web Developer

Description: James enjoys watching YouTube videos and is an aspiring content creator. He is busy with his full-time job as a web developer, but still finds time to upload on his small YouTube channel. James tries to support small

businesses as often as possible. He's familiar with using Amazon for routine purchases, but prefers to shop on Etsy.

Expertise: Domain- 7/10                      Technical- 9/10

Goals: Fast and easy shopping experience

Motivations: Support content creator directly

Frustrations: Checking out during purchases can be tedious, dislikes long load times

Assets: <https://pixabay.com/photos/man-smile-model-male-student-6668711/>



App (nutrition tracker)

Name: Paul Cunningham

Age: 45

Education Level: Master's Degree

Occupation: Scientist

Description: Paul is a father of two who enjoys traveling and camping with his kids and partner. After being diagnosed with high blood pressure and high cholesterol in his early 40s, Paul took up running to improve his overall health and wellbeing. He is training for his first marathon this year.

Expertise: Domain- 8/10

Technical- 3/10

Goals: Make the most of his nutrition

Motivations: Optimize his training regiment, do well on race day

Frustrations: Manually entering nutrition facts for everything he eats is tedious, most apps focus on calorie counting rather than nutrition, too many nutrition guidelines found on the internet do not have references

Assets: <https://pixabay.com/photos/man-coffee-outdoors-lake-lakeside-3803551/>